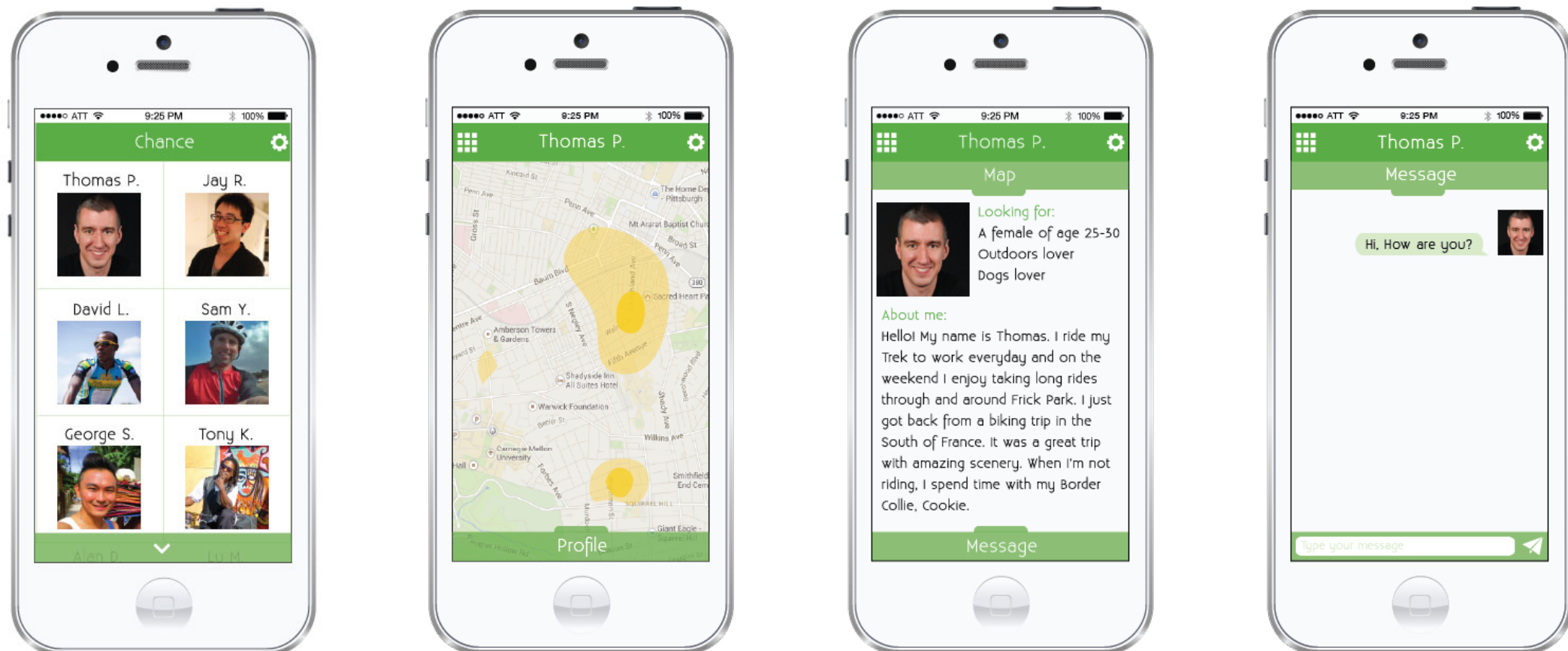


Chance

a relationship app for cyclists

About Chance

Chance tracks your commute and matches you with other bike commuters in your area



Insights

Bikers feel an immediate connection to other bikers

Bikers often have conversations with other bike commuters they do not know

Bikers care about their safety while riding



Adriana Cortez

user persona

About

- ▶ She cycles to work everyday
- ▶ She often has small conversations with other cyclists during her commute
- ▶ She is interested in meeting other bike enthusiasts in her area
- ▶ She is currently single and looking to date

Goals

- ▶ Find friends/potential dates in her area
- ▶ Be safe while on commute and online

Needs

- ▶ An app that allows her to meet other cyclists which doesn't interfere with her commute

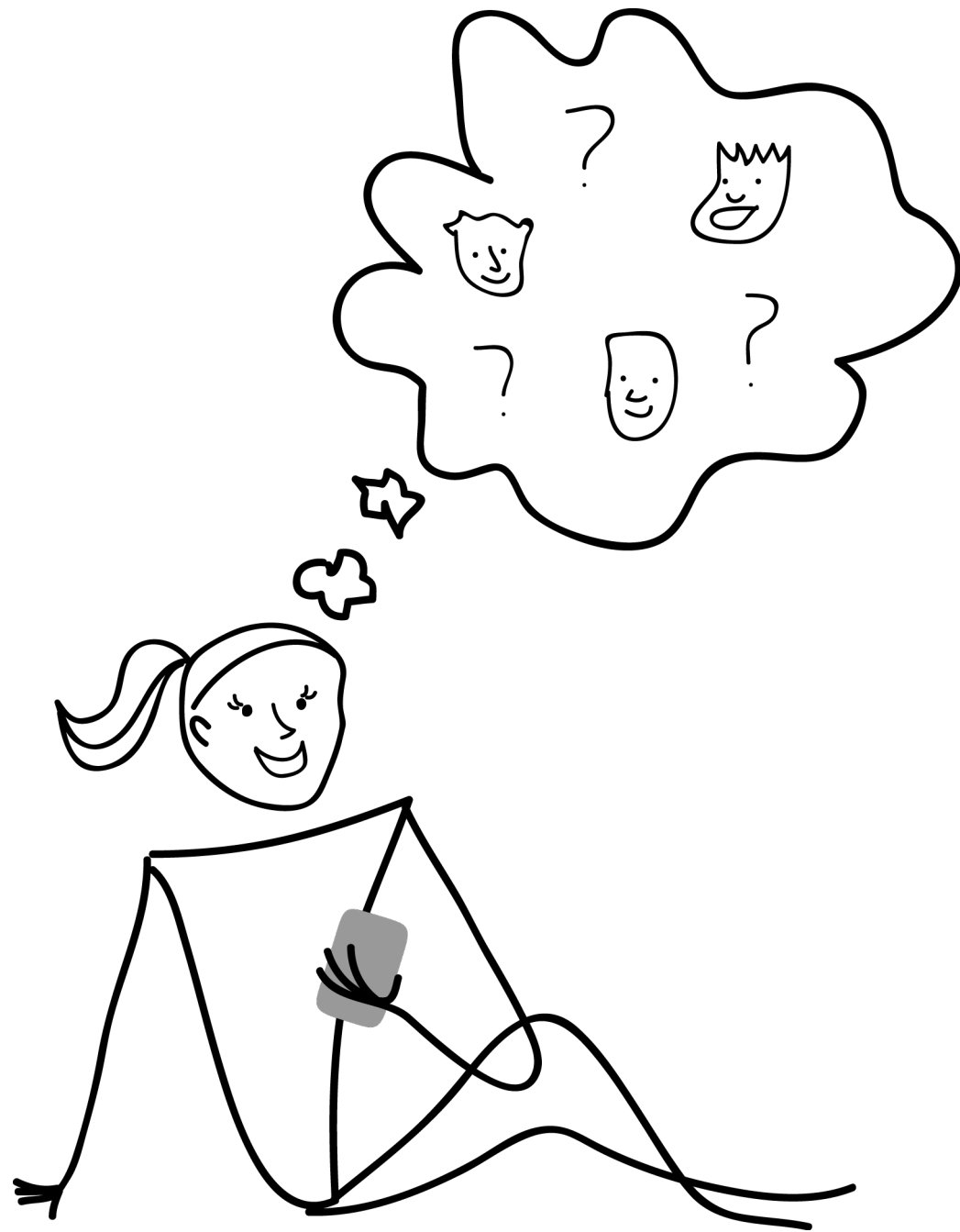




Scenario 1

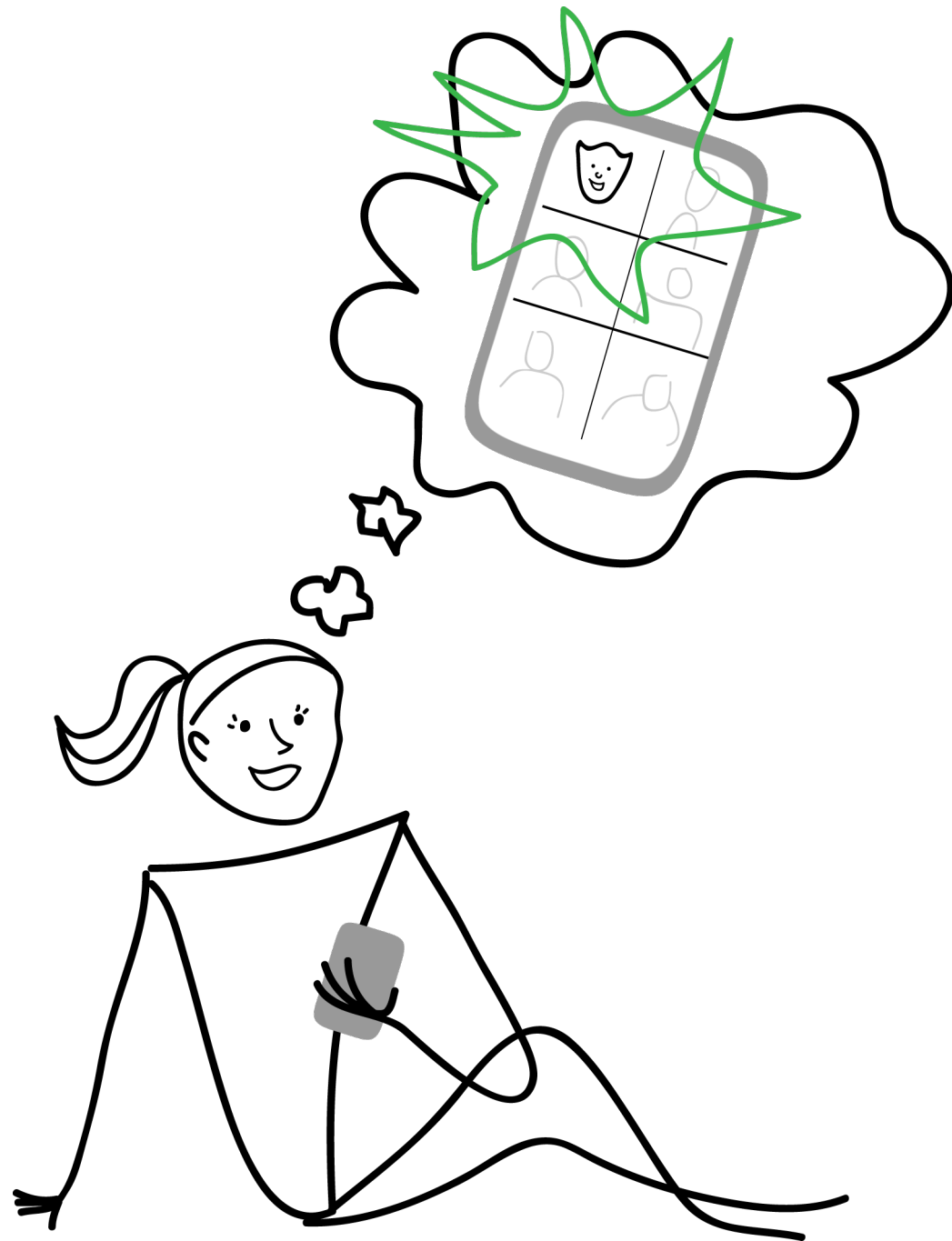
Adriana browses through her matches

Adriana browses through her matches



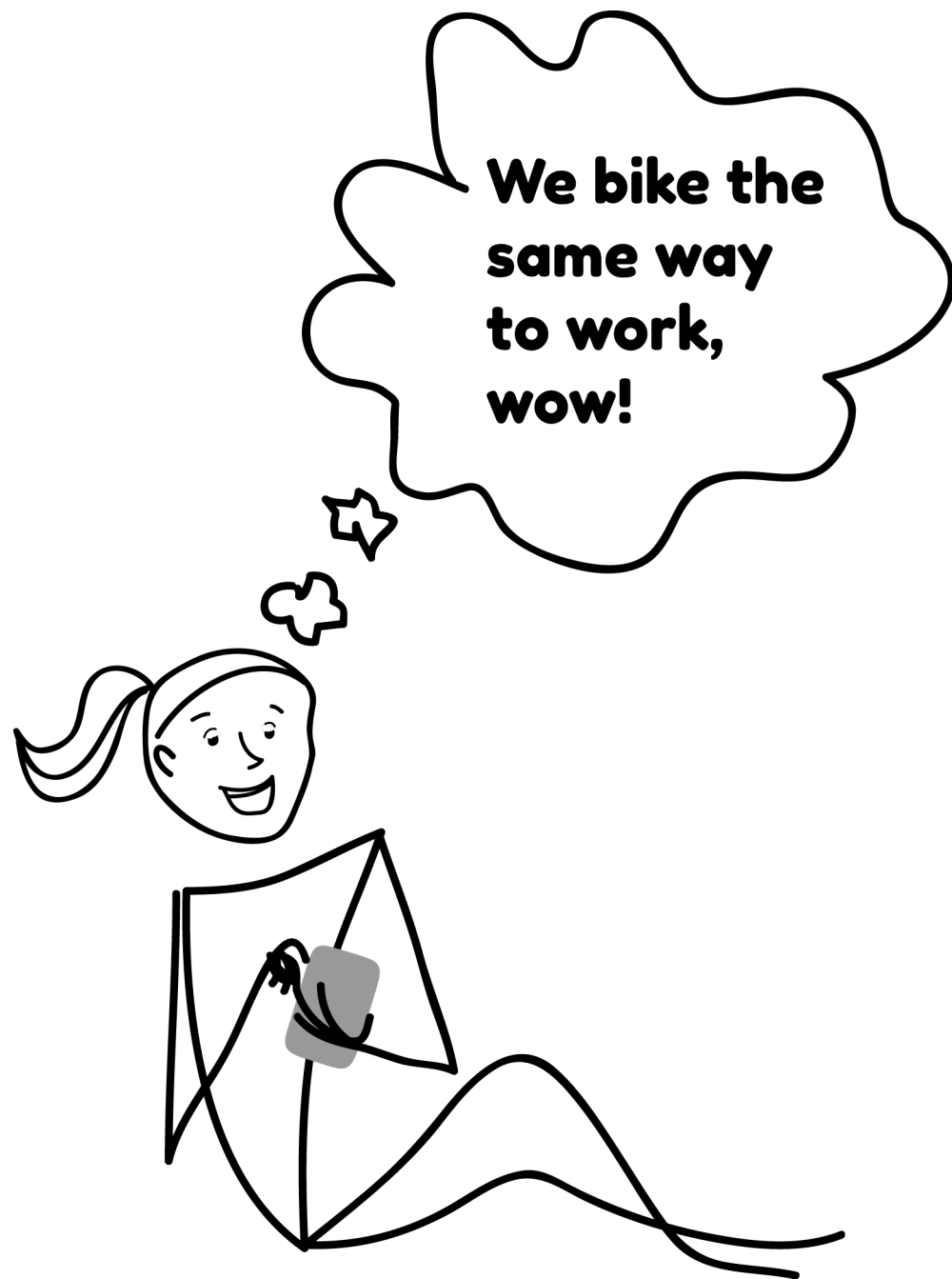
Adriana opens the app, and after a brief splash screen she sees a list of potential dates.

Adriana browses through her matches



She scrolls up and down over a few profiles until a one catches her eye. She taps on Thomas' picture.

Adriana browses through her matches



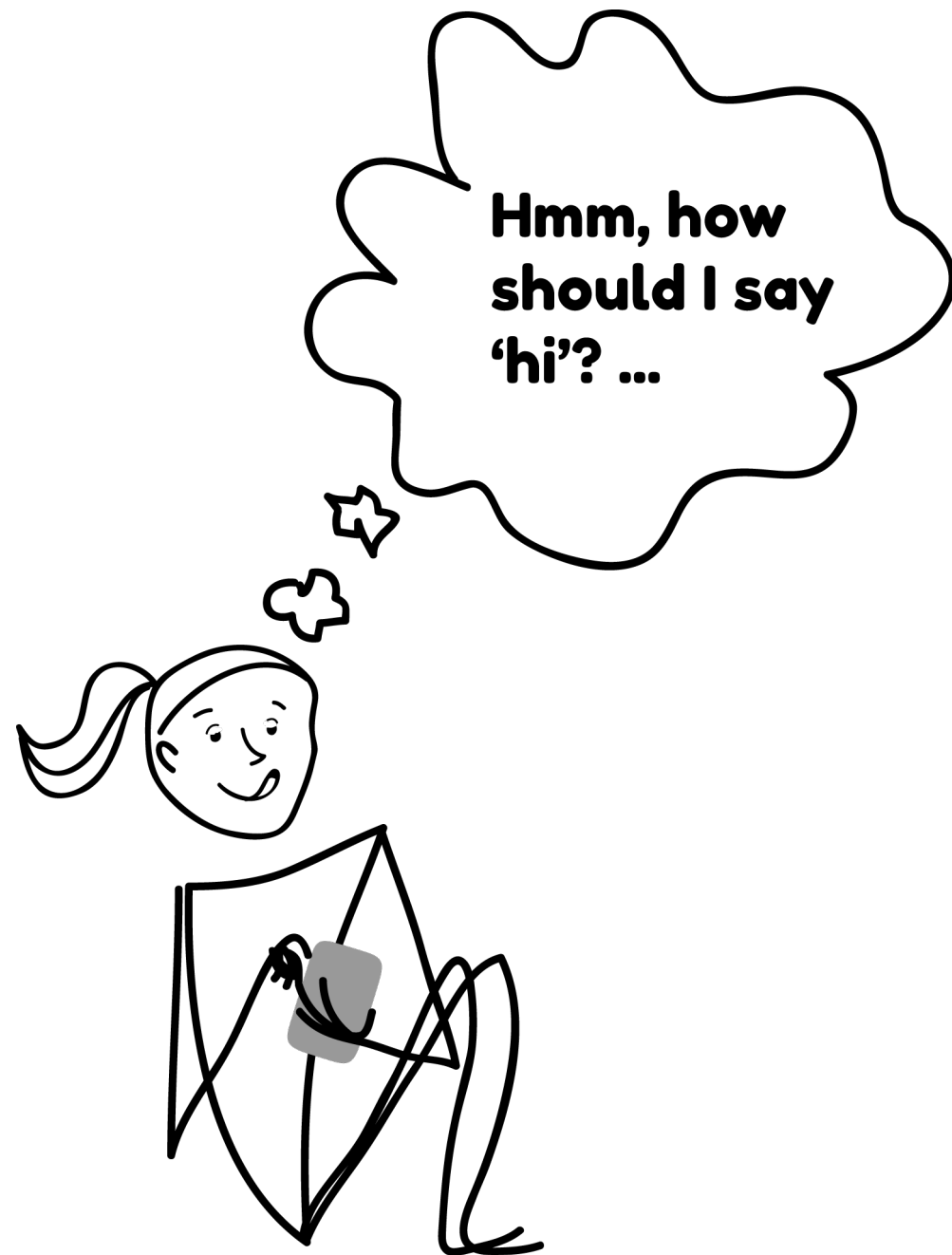
She views the map that shows the areas where they both bike during their daily rides.

Adriana browses through her matches

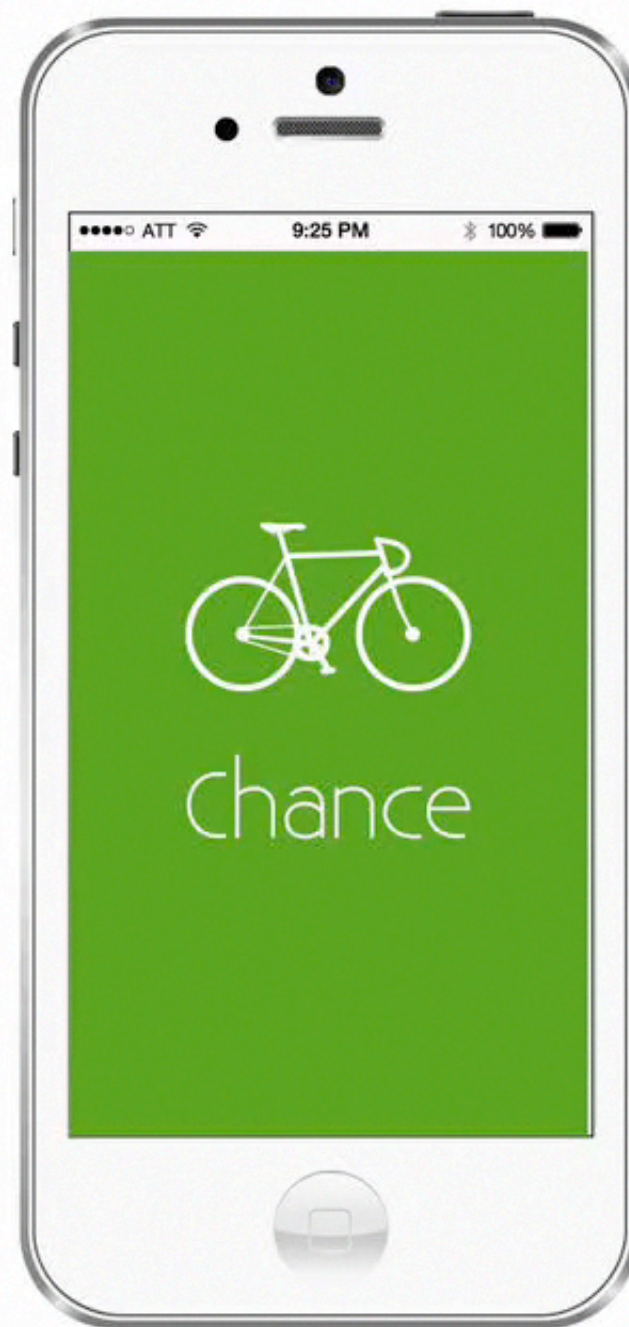


She then views his full profile. He seems interesting, so she thinks she'll message him. She swipes upward to bring up the message window.

Adriana browses through her matches

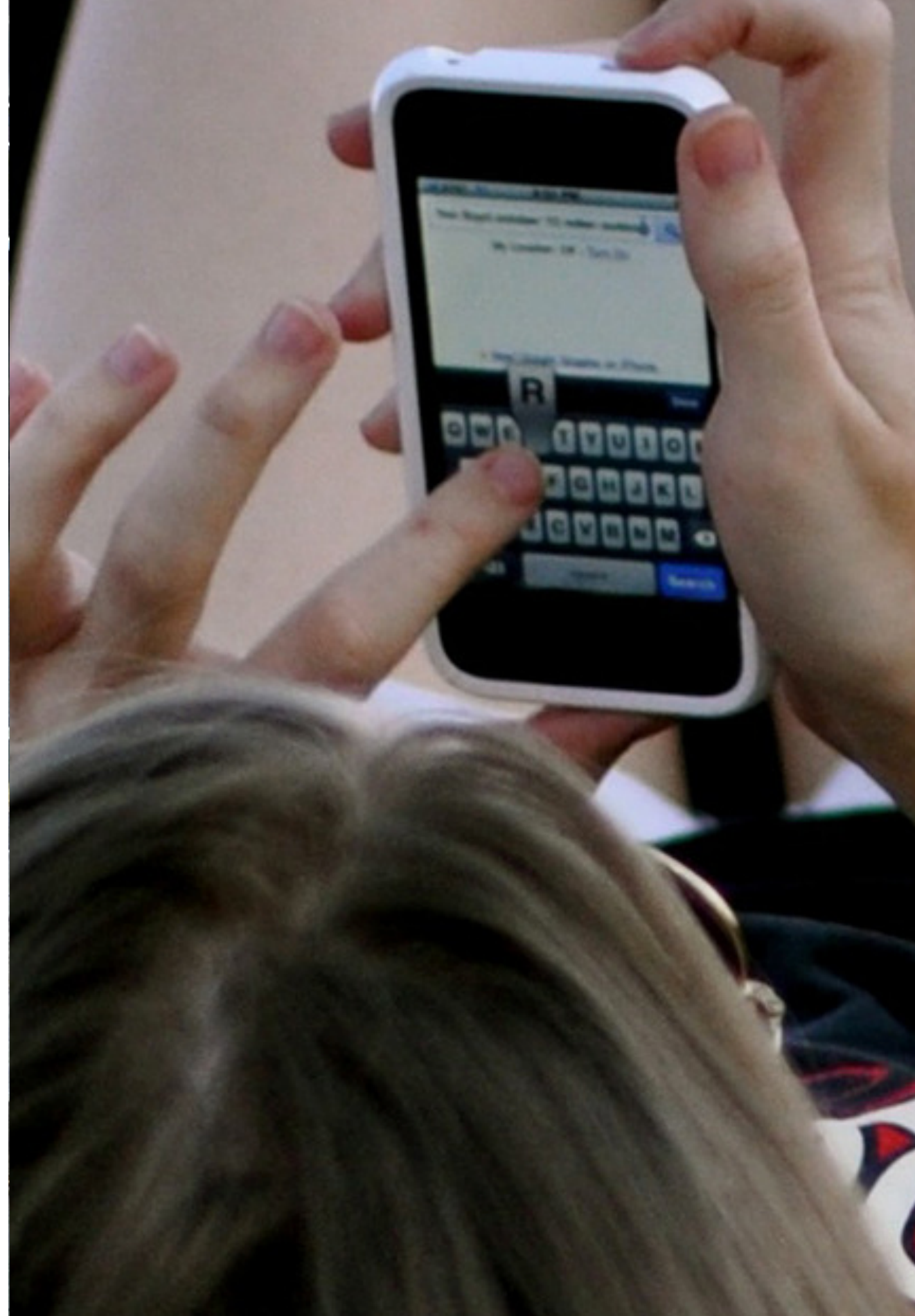


She looks at the message window and types her message.



Scenario 2

Adriana gets a message

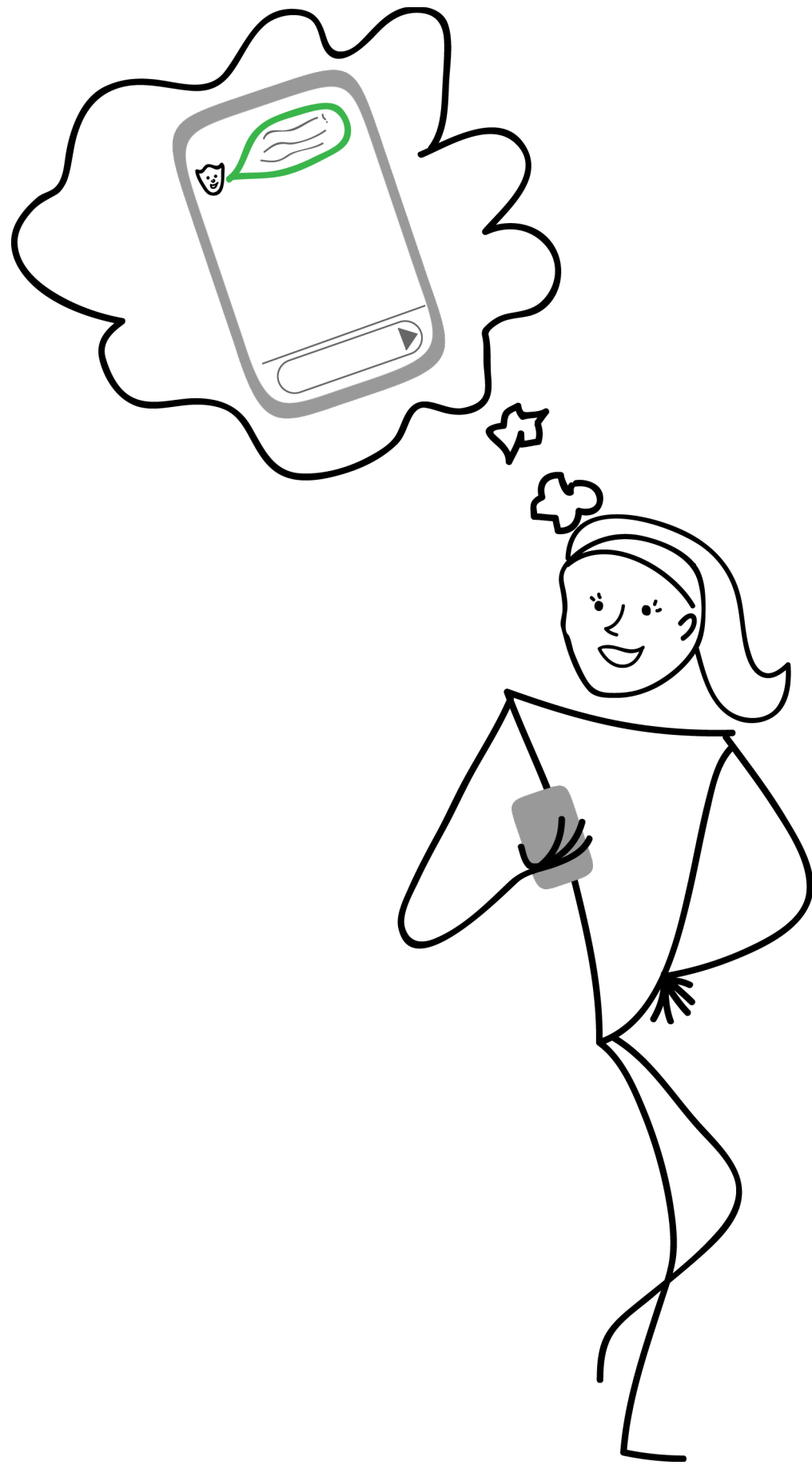


Adriana gets a message



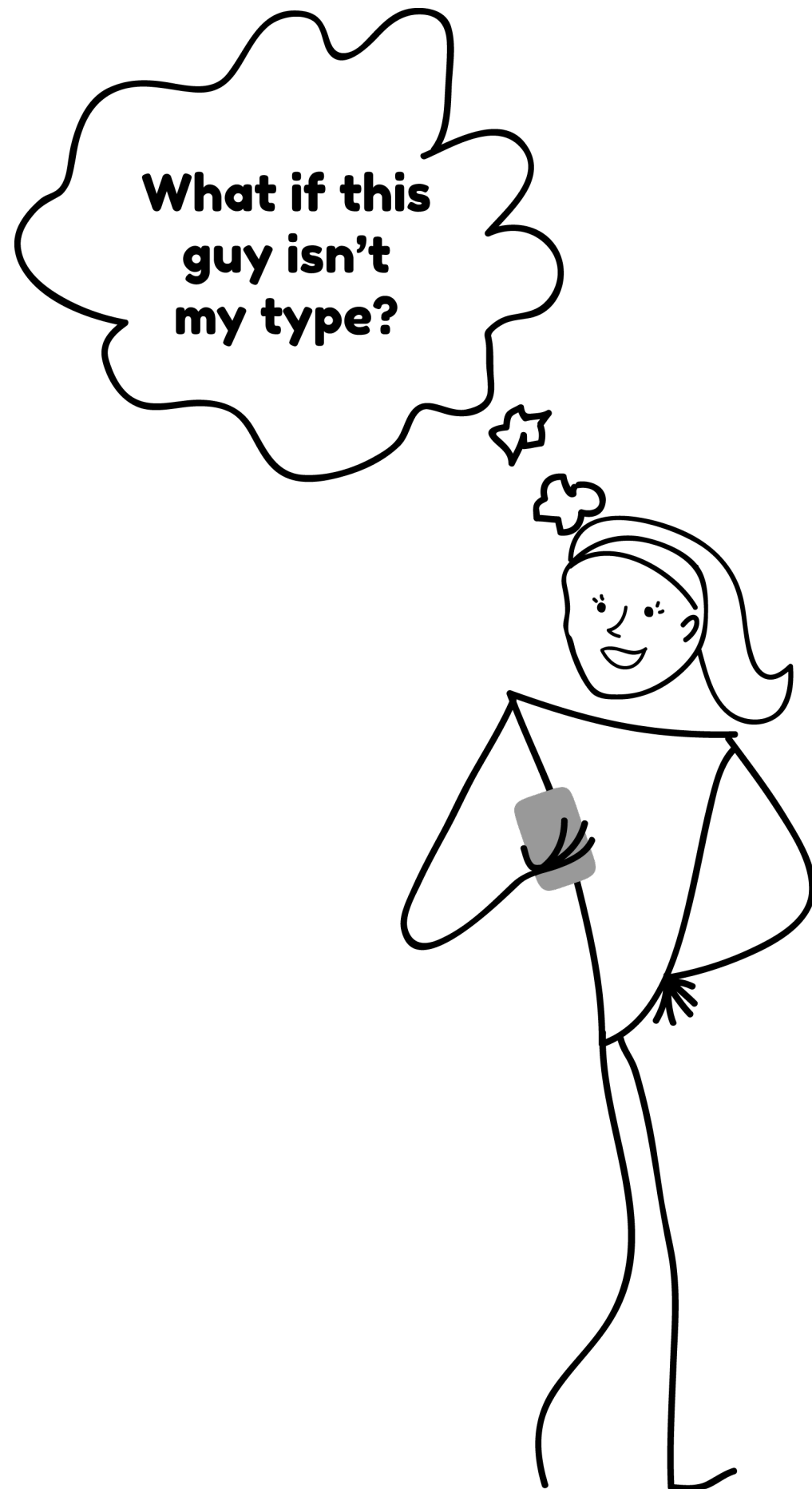
Adriana's phone
buzzes with a
notification from
Thomas.

Adriana gets a message



She swipes open the notification, launching the application. It takes her directly to Thomas' message.

Adriana gets a message



Under the settings menu, she has the options to delete the thread, block Thomas, or report Thomas.



Dashboard



Robert Muhr

Dashboard user persona

About

- ▶ App Analyst for Chance

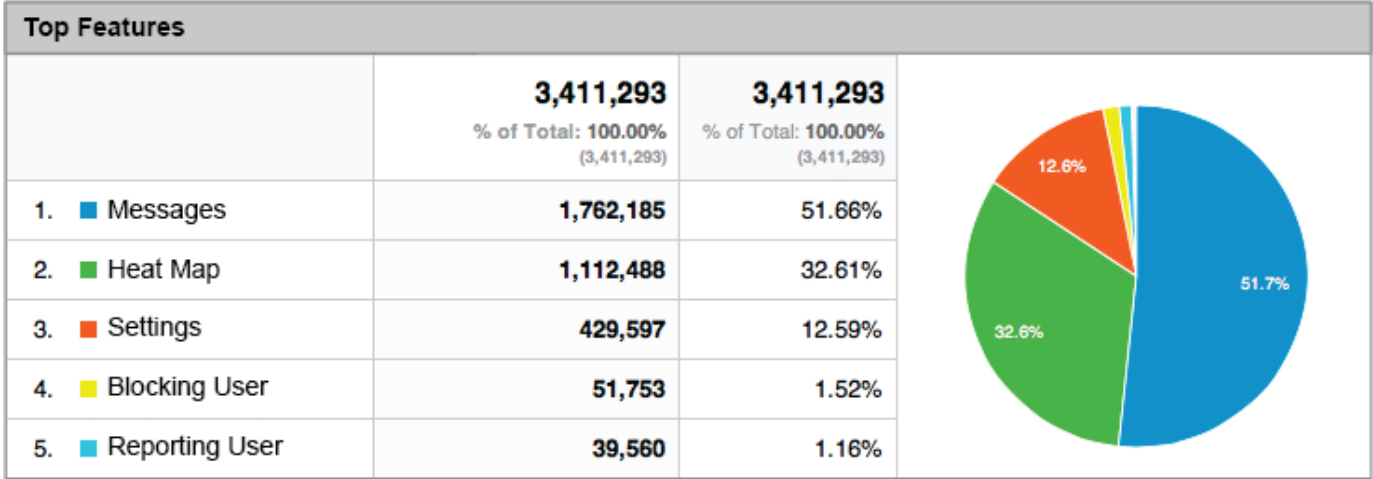
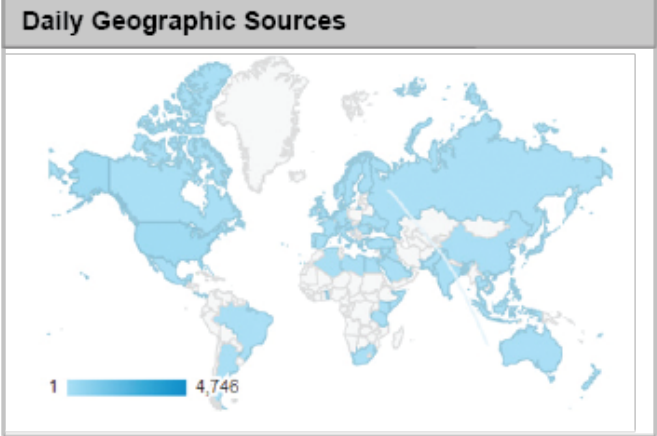
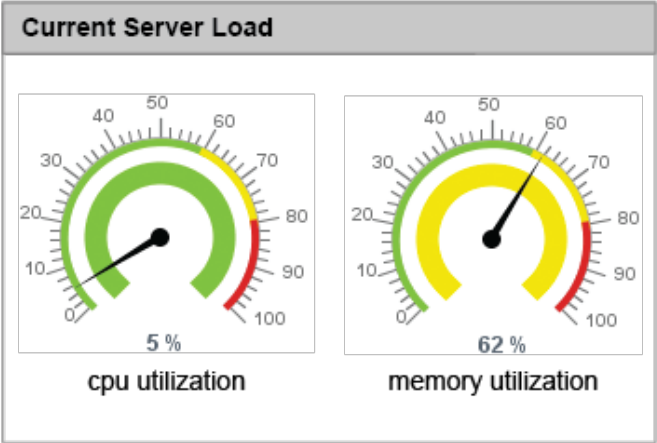
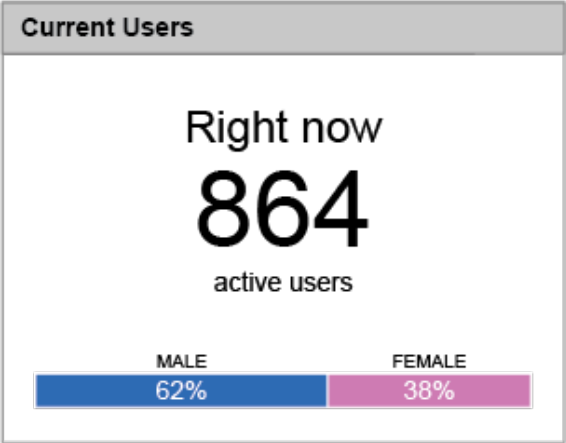
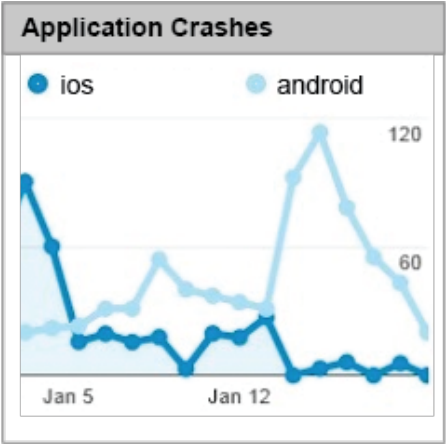
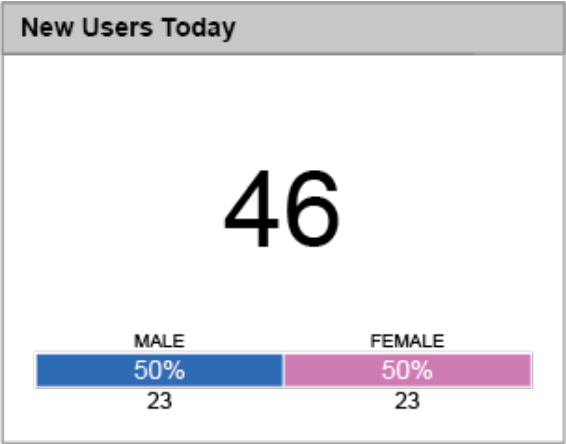
Goals

- ▶ To monitor system to maintain its usefulness
- ▶ To track user habits/retention
- ▶ To give users pleasant experiences while interacting with the app

Needs

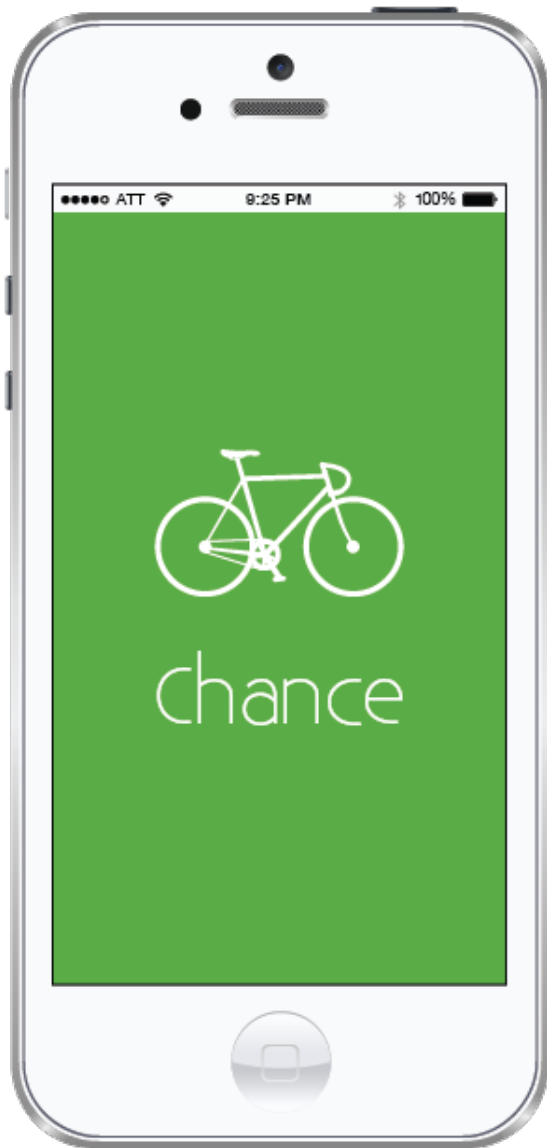
- ▶ To be able to analyze trends and user statistics at a glance
- ▶ To be able to diagnose system issues quickly and keep the system robust for users





Dashboard

Moving Forward



Thank you

Image Credits

first slide: <http://daily.sightline.org/files/2012/04/3-CPH-Wedding-563x466.jpg>
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Persona: <http://www.icag.org.uk/wp-content/uploads/2013/07/P1010954.jpg>

Dashboard user: http://universe.byu.edu/wp-content/uploads/2013/11/MormonProfessor_02.jpg

Dashboard: <http://uqr.me/wp-content/uploads/2012/10/GoogleAnalytics-QR-code-Statistics.png>

potential dates in app: <http://live.drjays.com/wp-content/uploads/2013/11/2.jpg>
<http://images.huffingtonpost.com/2012-08-23-ScraperBikesKB.jpg>
<http://4.bp.blogspot.com/-FthWKNKewz1k/UfXlG6X2LgI/AAAAAAAAAjlO/zd5EB7PVnfc/s1000/CIMG0807.JPG>

Biker couple: <http://s5.favim.com/orig/54/sunny-bike-bikes-couple-Favim.com-513607.jpg>

Icons: Grid by Alex Fuller from The Noun Project

Paper Airplane by Tom Walsh from The Noun Project

Gear by Dmitry Dukinoy from the Noun Project

map in app: clip from maps.google.com for pittsburgh.